

# *Every One of Us*



*Keyworker and Local Federal  
Coordinating Committee Handbook*

**CFC**

**Combined Federal Campaign  
Quantico  
Fall 2004**

**GOAL - \$365,000**



# CFC at a Glance

- Once-a-year charitable fundraising campaign for Federal civilian and military employees
- Established in 1961 by President JFK
- 1983 Executive Order issued limiting participation to voluntary agencies
- Contributors are encouraged to designate
- Employee benefit
- Administered and regulated by OPM



# CFC at a Glance

- **Eligible organizations must meet reasonable standards of financial integrity/public accountability**
- **Today, there are over 500 combined campaigns throughout the U.S.**
- **Rappahannock United Way (RUW) has equitably served Quantico employees as the Principal Combined Fund Organization (PCFO) since 1984**
- **CFC is considered “Official Government Business”**



# The Gift

- All donated funds, minus administrative expenses, go directly to the organization specified. Administrative expenses are approved by the Local Federal Coordinating Committee (LFCC).
- Payroll deduction is easy and convenient.
- Deductions begin with the first pay period in January and end with the last pay period in December.
- Contributions are VOLUNTARY!
- Contributors are encouraged to designate. Individuals can donate to as many organizations as they wish, they just have to fill out additional pledge cards.
- Undesignated funds: the proportions are determined by the amount designated for each agency



# Incentives

**There is no set gift amount. EVERY contribution helps**

**Eagle**

**\$120- \$239**



**Note Cube**

**Flag**

**\$240-\$479**



**Ceramic  
Coffee  
Mug**

**Semper Gratis      \$480+**



**Lunch  
Sack (but  
Hunter  
Green)**



# Pledge Card

Quantico CFC  
P.O. Box 398, Fredericksburg, VA 22404

OPM

CFC Control No. 0898

ATTENTION PAYROLL OFFICES:

This number identifies the local CFC  
DO NOT enter into federal payroll

PRINT NAME (LAST)	FIRST	MIDDLE INITIAL	<input type="checkbox"/> CIVILIAN	FEDERAL ORGANIZATION	UNIT/DIVISION OR PAYROLL
<input type="checkbox"/> MILITARY					
WORK ADDRESS & ZIP CODE				WORK PHONE	SOCIAL SECURITY NUMBER

CONTRIBUTION: Fill in the blank showing the amount of your payroll allotment, cash or check contribution.  
Write in the total of your annual contribution in the space provided

FOUR DIGIT AGENCY CODE ANNUAL AMOUNT

CONTRIBUTION	AMOUNT	INTERVAL	TOTAL GIFT
MILITARY PAYROLL		X 12 months	\$
CIVILIAN PAYROLL		X 26 pay periods	\$
Other	\$ _____	(cash/check payable to CFC)	

CFC Organizations do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.

DESIGNATED GIFTS: To designate one or more charities or federal

groups that appear on the list provided, fill in the charity or federation

identification number(s) and

the dollar amounts here.

Thereby authorizing any deduction from my pay period(s) which I

may be employed during 2003 to deduct the amount(s) shown above from my pay each pay period during the calendar year 2003 starting with the first

pay period that begins in January and ending with the last pay period that

begins in December. I will pay the amounts so deducted to the Combined

Federal Campaign shown above. I understand that this authorization may be

revoked by me in writing at any time before it expires.

SIGNATURE designated.

DATE \_\_\_\_\_

**PLEASE CHECK ONE BOX**

I do want my name and address released to the voluntary organization(s) I have designated.  
MY HOME ADDRESS IS: (My name will not be released unless this box is checked)

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

I do want my home e-mail address released to the voluntary organization(s) I have designated.  
My Home e-mail address is: \_\_\_\_\_

I do not want my name and address released to the voluntary organization(s) I have designated.

\* - Pledge only to agencies in the book

\* - Donors may designate to more than five agencies, but must fill out additional forms

\* - Payroll Deduction must be a minimum of \$1.00 per pay period





# Report Envelope

TYPE OF GIFT	MILITARY		CIVILIAN		TOTAL	
	# OF DONORS	\$ AMOUNT	# OF DONORS	\$ AMOUNT	# OF DONORS	\$ AMOUNT
PAYROLL DEDUCTION						
Designated	_____	_____	_____	_____	_____	_____
Undesignated	_____	_____	_____	_____	_____	_____
Subtotal	_____	_____	_____	_____	_____	_____
CASH						
Designated	_____	_____	_____	_____	_____	_____
Undesignated	_____	_____	_____	_____	_____	_____
Subtotal	_____	_____	_____	_____	_____	_____
CHECKS						
Designated	_____	_____	_____	_____	_____	_____
Undesignated	_____	_____	_____	_____	_____	_____
Subtotal	_____	_____	_____	_____	_____	_____



# Marketing the Campaign

- Be creative and make it “fun” fundraising
- Use group meetings
- Stress payroll deduction
- Show the video
- Sponsor special events (all money collected during a special event goes to undesignated)
- Don’t take objections personally
- Never coerce
- Say “Thank You” continuously



# Group Meetings

- Remarks by keyworker
  - Welcome
  - Remarks endorsing the CFC
  - Distribute brochure
- Remarks by guest speaker (i.e., supervisor showing support, employees testimonial)
- Show video
- Explain the CFC system
  - Reasons for giving
  - General CFC information
  - Discuss brochure and incentives
  - Answer questions
- Ask for contributions
  - Hand out pledge cards
- Say "Thank You" continuously



# How to Handle Typical Objections

- Remember...it's not personal.
- It is probably not real — Most objections are “stalls” rather than sincere objections. Probe to find the real cause behind the concern. Often it has stemmed from a misunderstanding about CFC.
- Be sympathetic—Listen carefully to what your prospect says. Don't agree but sympathize and show concern.
- Don't argue—Arguing will force your prospective donor to defend their objection. You may win the argument but lose the contribution.



# How to Handle Typical Objections

- Encourage him/her to ask questions—Let your prospect expand upon the concern and then address the situation.
- Remember: If a question arises that you cannot answer, call your department representative or PCFO. A prospective donor will appreciate you taking the time to find the answer and get back with them.
- Use brochures as a resource.
- Assure the donor that “This is a Great System.”
- Be enthusiastic—it will rub off.



# Where Do I Go From Here?

- Learn about CFC
- Make your own gift
- Organize a group meeting
- If a group is not possible, begin making a one-on-one request for a contribution
- Make your introduction and opening comments/explain CFC and ask for questions
- Say “Thank You”
- First turn-in date is 13 October
- Give out incentives
- Collect the brochures and recycle them



# LFCC Turn-in Dates

- 13 October
- 20 October
- 27 October
- 3 November
- 10 November
- 17 November
- 24 November
- 1 December Possible  
extension
- 8 December dates



CFC

The logo features the letters "CFC" in a bold, white, sans-serif font. The letters are set against a dark blue circular background. This circle is partially overlaid by a white stylized bird graphic, which has a long, sweeping, curved tail. The background of the logo is a solid blue color. In the top left corner of the blue area, there are four white five-pointed stars of varying sizes, arranged in a cluster. The bottom right corner of the blue area is bordered by a red and white diagonal striped pattern, similar to the American flag's design.